Elsevier LaTeX template*

Elsevier[1]

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Abstract

This template helps you to create a properly formatted LaTeX manuscript.

Keywords: `elsarticle.cls`, LaTeX, Elsevier, template

2010 MSC: 00-01, 99-00

1. The Elsevier article class

Since the dawn of internet and world wide web, humanity has witnessed a degree of connection beyond reckoning. The proliferation of digital devices pervaded with various applications that account for almost all aspect of humanity, have created cyber communities that constantly mutate [1]; [2]. In a world where we have network infrastructures that can support up to 250Mbps of data transmission, and smart phones and IOT devices that can have processing power of up to 3 Ghz, data becomes ubiquitous, the quantum that lays the foundation of the nexus [3].

According to InternetLiveStates.com [4], only in one second, there are 9,878 tweets sent, 1,138 instagram photos uploaded, 3,117,720 emails sent, 99,738 Google searches made, and 94,144 Youtube videos viewed. That is, if it has

*Fully documented templates are available in the elsarticle package on CTAN.

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[1]Since 1880.

taken 5 second the read the preceding paragraph, during that time, 15,588,600 emails are sent.

Driven by the ambition to harness the power of this deluge of data, the term 'Big Data' (BD) was coined [5]. BD initially emerged to address the challenges associated with various characteristics of data such as velocity, variety, volume and variability [2]. BD is the practice of extracting patterns, theories, and predictions from a large set of structured, semi-structured, and unstructured data for the purposes of business competitive advantage [6]; [7]. BD is a game-changing innovation, heralding the dawn of a new data-oriented industry.

Nonetheless, BD is not a magical wand that can enchant any business process. While a lot of opportunities exist in BD, subsuming an emergent and rather high-impacting technology like BD to current state of affairs in organizations, is a daunting task.

Usage. Once the package is properly installed, you can use the document class *elsarticle* to create a manuscript. Please make sure that your manuscript follows the guidelines in the Guide for Authors of the relevant journal. It is not necessary to typeset your manuscript in exactly the same way as an article, unless you are submitting to a camera-ready copy (CRC) journal.

Functionality. The Elsevier article class is based on the standard article class and supports almost all of the functionality of that class. In addition, it features commands and options to format the

- document style
- baselineskip
- front matter
- keywords and MSC codes
- theorems, definitions and proofs
- lables of enumerations
- citation style and labeling.

2. Front matter

The author names and affiliations could be formatted in two ways:

(1) Group the authors per affiliation.

(2) Use footnotes to indicate the affiliations.

See the front matter of this document for examples. You are recommended to conform your choice to the journal you are submitting to.

3. Bibliography styles

There are various bibliography styles available. You can select the style of your choice in the preamble of this document. These styles are Elsevier styles based on standard styles like Harvard and Vancouver. Please use BibTeX to generate your bibliography and include DOIs whenever available.

Here are two sample references: [**? ?**].

References

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